



MAR 12 1991

R. E. EVANS
Area Vice President
North Central Sales Area

Lakeside Ctr., Suite 208
6279 Tri Ridge Blvd.
Loveland, OH 45140
513-248-9590 FAX: 513-248-9668

March 6, 1991

Mr. R. C. Farmer

Dear Roger:

Attached is a copy of correspondence received regarding
McLane Southeast which may prove helpful to you when
calling on McLane in your area.

Sincerely,

R. E. Evans

REE:cds

Attachment

S-3

Scott
RJ WFO
Copy mailed
SGS
3/15/91

"We work for smokers."

51862 0908

FEB 22 1991



February 19, 1991

CATHY L. BISESE
Division Sales Manager

2995 Courtyards Drive, Door B
Norcross, GA 30071
404-729-3237
Fax 404-729-4074

Mr. F. J. Armstrong, Jr.
Mr. B. A. Becraft, III
Mr. C. A. Crouch
Mr. M. J. Edelmayer
Mr. R. D. Fox
Mr. R. J. Germaine
Mr. F. R. Gross

Mr. D. J. Gesmundo
Mr. R. H. Hilliard
Mr. Chris Huff
Ms. R. B. Little
Ms. J. B. McConnell
Mr. R. Noonan
Mr. W. W. Walters
Mr. D. M. Williams

SUBJECT: MCLANE SOUTHEAST

TO: DIVISIONS WITH CHAINS SERVICED BY MCLANE SOUTHEAST

Dear Ladies and Gentlemen:

McLane Southeast has agreed under the Winners Program to pre-pack one premium each quarter, ship BlGIF product as requested and ship premiums as requested. The following schedule outlines McLane's participation in our upcoming promotions through the first promotion of period 5.

McLane Southeast will only make shipments as outlined. No deviation from quantities or shipping specifications will be possible. This schedule has been devised to ensure promotions are sent in a timely manner and ensure consistency in McLane's handling of each promotion.

All premium promotions should be sold in 2 SKU's. In the event of a BlGIF, all quantities, as outlined in the DM Letter, should be doubled.

No Menthol or Regional Initiative promotions will be handled by McLane Southeast at this time.

All chain authorizations must be in my office as outlined on the Promotional Date Calendar. Do not send authorizations directly to McLane for participation in these promotions.

"We work for smokers."

51862 0909

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McLane Southeast

Please use the attached examples for all promotions. Line numbers for BlGIF's will be entered on your authorizations by Division #2238 once they are received.

Please call if you have any questions or need assistance.

Sincerely,

Cathy L. Bisese

/ls

Attachments

c: J. W. Best, R. L. Rissler, C. A. Coyle,
J. P. Renahan, Jr., E. M. McAtee, R. P. Dotson,
M. C. Wallace, Lawrence Birkin, W. M. Reece,
E. S. Riggs, R. E. Evans

51862 0910

PROMOTIONAL SPECIFICATIONS

<u>PERIOD #</u>	<u>PROMOTION</u>	<u>SPECIFICATIONS</u>
3	CAMEL CAP W/3 PACK PURCHASE	2 SKU'S PER STORE. PRODUCT WILL BE ATTACHED TO PREMIUMS. ACCOUNT WILL BE BILLED FOR 12 CARTONS. EACH SKU WILL BE PACKED WITH 3 CARTONS CAMEL LIGHT BOX AND 3 CARTONS CAMEL FILTER BOX (SEE ATTACHMENT FOR ORDERING PROCEDURES).
3	WINSTON BIG1F	WILL NOT BE WORKED THROUGH MCLANE SOUTHEAST.
4	CAMEL CAN HUGGER W/3 PACK PURCHASE	2 SKU'S PER STORE. PREMIUMS WILL BE SHIPPED SEPARATELY FROM CIGARETTES. (SEE ATTACHMENT B FOR ORDERING PROCEDURES).
4	TBD	IF A PREMIUM ITEM, THEN PREMIUMS WILL BE SHIPPED SEPARATELY. IF BIG1F, THEN BIG1F WILL BE SHIPPED. (SEE ATTACHMENT C FOR ORDERING PROCEDURES FOR BIG1F).
5	CAMEL T-SHIRT W/3 PACK PURCHASE	SAME AS CAMEL CAP W/3 PACK PURCHASE.

51862 0911

PROMOTIONAL DATE CALENDAR
MCLANE SOUTHEAST

PERIOD	PROMOTION	AUTHORIZATION TO DIV. #2238 #1	ALLOCATION TRANSFERS MADE TO DIV. #2238 #2	ALLOCATIONS ORDERED BY DIV. #2238 #3	DISTRIBUTION DATE BY MCLANE #4
3	CAMEL CAP W/3 PACK PURCHASE	3-18-91	3-25-91	3-27-91	4-11-91
3	WINSTON BIGIF	(WILL NOT BE WORKED THROUGH MCLANE SOUTHEAST)			
4	CAMEL CAN HUGGER W/3 PACK PURCHASE	4-22-91	5-6-91	5-8-91	5-23-91
4	TBD IF PREMIUMS	5-6-91	5-13-91	5-17-91	6-6-91
	IF BIGIF	4-29-91	5-10-91	5-13-91	6-6-91
5	CAMEL T-SHIRT W/3 PACK PURCHASE	6-3-91	6-10-91	6-12-91	6-27-91

- #1 AUTHORIZATION MUST BE SENT TO DIVISION #2238. ALL AUTHORIZATIONS FOR PROMOTIONS SENT TO MCLANE THROUGH DIVISION #2238. PLEASE INDICATE THE NUMBER OF STORES RECEIVING THE PROMOTION ALONG WITH THE NUMBER OF SKU'S TO BE TRANSFERRED.
- #2 ALL TRANSFERS OF ALLOCATIONS MUST BE MADE TO DIVISION #2238. THE ACCOUNT MANAGER CALLING ON THE CHAIN WILL BE RESPONSIBLE FOR TRANSFERS OF ALLOCATION TO DIVISION #2238.
- #3 PROMOTIONS OR BIGIF ORDERED TO MCLANE BY DIVISION #2238.

ZI60 Z981S

PROMOTION					CHAIN		
CAMEL CAP W/3 PACK PURCHASE					A B C STORES (CHAIN ID# _____)		
FROM:							
TO: RJR DIVISIONS					DIVISION SALES PERSONNEL		
					SIS REPORTING		
AUTHORIZED FOR STORE NO.'s <u>ALL STORES</u> _____					BRAND ASSORTMENT		
_____					QUANTITY	BRAND	LINE NO.
_____					2 SKU'S PER STORE. PROMOTION TO		
_____					BE PRE-PACKED AT MCLANE. TOTAL		
_____					CARTONS BILLED PER STORE: 12		
_____					_____		
_____					TOTAL CARTONS		
CHAIN AUTHORIZATION					Distribution Date: <u>4-11-91</u>		
Name: _____					Supplier: <u>MCLANE SOUTHEAST</u>		
Title: _____					Display Date: <u>4-11-91</u>		
Date: _____					Payment: _____ HQ _____ Store		
SPECIAL INSTRUCTIONS:							
# STORES : 58							
# SKU'S : 116							

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PROMOTION		CHAIN	
CAMEL CAN HUGGER W/3 PACK PURCHASE		ABC STORES (CHAIN ID# _____)	
FROM:			
TO: RJR DIVISIONS		DIVISION SALES PERSONNEL	
		SIS REPORTING	
AUTHORIZED FOR STORE NO.'s <u>ALL STORES</u>		BRAND ASSORTMENT	
		QUANTITY BRAND LINE NO.	
		* 6 CAMEL FILTER BOX ** 064097	
		* 6 CAMEL LIGHT BOX ** 064089	
		2 RJR PROMOTIONAL DISPLAYS	
		TOTAL CARTONS	
CHAIN AUTHORIZATION		Distribution Date: _____	
Name: _____		Supplier: _____	
Title: _____		Display Date: _____	
Date: _____		Payment: _____ HQ _____ Store	
SPECIAL INSTRUCTIONS:			
# STORES : 58		* BRANDS USED AS EXAMPLE ONLY AS	
# SKU'S : 116		DM LETTER WITH PRODUCT SPECIFICS	
		HAS NOT BEEN RECEIVED.	
		** CORRECT LINE NUMBERS NEED TO BE	
		ON AUTHORIZATION FOR REGULAR	
		PRODUCT.	

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